



**KEEP
AMERICA
INFORMED**



Informational Booklets for Industry

M. W. Lads Publishing Co./ Division of Goodway Printing
44 EAST 29TH STREET / NEW YORK 16, NEW YORK

What kind of a man or woman handles a job challenge best? The one who thinks, who wants to excel, who brings a frame of reference to the job. This applies to everyone, from the top executive on down to the shipping clerk. *The man who brings an informed opinion to his job invariably has a sense of service — and a superior performance record.* INFORMATIONAL BOOKLETS have been designed to help the men and women who work for you gain keener insight into the broad social, economic and political forces that affect them, the company and the nation. Today business, labor and government function in an ever-changing world. *Each group cannot afford to pull against the other. Each must understand and believe in the other, in order to achieve progress and maintain a spirit of freedom in the world.*

IMPORTANT AS A PUBLIC RELATIONS TOOL

Your employees and their families are one of your most important publics. They are reached through INFORMATIONAL BOOKLETS. Your employee takes the booklet off a display rack, reads it and carries it home with him. At home, it passes into the hands of family, friends and neighbors. Thus a widening circle of people are helped to achieve a clearer understanding of your company's policies and objectives. With this knowledge comes a better comprehension of your place in the community and a finer awareness of the services you are performing in the public behalf.

OUR EDITORIAL POLICY

Our emphasis and editorial policy is to communicate knowledge; to educate Americans and to perpetuate America. Categories for the booklets include economic and social development, science, current affairs, health and safety, home and family. By offering your employees free access to information they want and need, you build an audience who will understand your company's aims and goals. Our booklets are authoritatively and colorfully written by nationally known figures and top flight writers. Eminently readable and handsomely designed, their value to both employer and employee cannot be underestimated. Both groups are helped to achieve a successful understanding of each other.

CUSTOM-
DESIGNED
BOOKLETS
FOR

CORPORATIONS ■ BANK

let Program for Business and Industry

HOW DO THE BOOKLETS WORK?

We, at M. W. Lads Publishing Company, act as your publishing agent. You can select the booklets you believe will be most valuable to your company and its employees from a continually expanding list of titles in our catalogs. After you have selected the titles you want to order, we can arrange to imprint these booklets with the name of your company, if you wish. We also furnish advice on how to organize booklet programs and where to set up reading racks, which we can supply.

WHAT WILL IT COST?

Costs vary, depending upon the number of booklets you order. We at M. W. Lads have been able to produce a 16-page, handsomely illustrated, two-color booklet at 10 cents a copy, for as small a run as 100 copies. Actually, this narrows down to a negligible sum in terms of annual cost per employee. Take the case of a leading national corporation. This firm estimates that its reading rack program, which features a new booklet each week, or 52 a year, goes to each worker at a cost of \$1.65 for the entire year. This figure is less than what it would cost to produce a company magazine carrying a comparable volume of reading matter.

CUSTOM-DESIGNED BOOKLETS

- Employee Manuals
- Benefit Plans
- Consumer, Industrial, Sales Promotion Booklets
- Catalogs
- Annual Reports
- Foreign Markets

Our editorial and art staff, including a stable of free lance writers, are ready to work with you from conception of idea to the finished package. All the elements—creation, preparation and production—are provided by our single integrated organization.

For further information, contact:

Celia R. Fiddler,
M. W. Lads Publishing Company
a subsidiary of
Goodway Printing Company, Inc.
44 East 29th Street
New York 16, New York
Telephone: Murray Hill 6-5126 and
Murray Hill 9-8230



■ INSURANCE COMPANIES ■ ASSOCIATIONS ■ SCHOOLS & LIBRARIES

OUR CLIENTS SPEAK WELL OF US

Re: CAR OR COFFIN

"... The above named pamphlet is an excellent piece of medicine. Whoever developed this should be congratulated. . . ."

"... I think pamphlets such as this would help to cut down our out-of-plant accidents. Congratulations. . . ."

"... I believe CAR OR COFFIN has impact and will prove an effective piece for our racks. . . ."

"The 'case' or example approach makes for very interesting reading—a touch of realism that leaves a message. Very good selection..."

"We believe that this booklet would be very worthwhile to employees. Although the content is somewhat gruesome, the approach appears to leave a lasting impression. Should have quite an impact."

Re: FEVER OF FREEDOM

"... A well written, comprehensive booklet which is a must for Americans to read. . . ."

"The story is interesting and contains very useful information necessary to an understanding of the problems in Africa today."

"Excellent handling of a complex subject."

Re: TEACH A MAN TO FISH—HOPE FOR THE WORLD'S HUNGRY

"... This is to confirm giving **Saturday Review** permission to proceed with the publishing of M. W. Lad's article on the world food hunger problem. . . ."

"I have read the manuscript and am most enthusiastic about the content particularly in its specific outline of ways and means whereby, at little or no cost to the American taxpayer, under-developed countries can be enabled to rise up out of beggary and starvation."

"This is an unusual choice but is very interesting reading."